

Historic, Archive Document

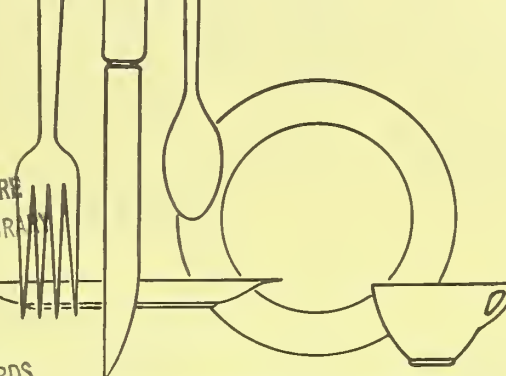
Do not assume content reflects current scientific knowledge, policies, or practices.

FOOD

PRE-VUE

U.S. DEPARTMENT OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY

OCT 16 1963



A SUMMARY OF THE FOOD OUTLOOK ESPECIALLY DESIGNED TO GIVE ADVANCED INFORMATION
TO FOOD EDITORS TO HELP THEIR PLANS

U.S. Department of Agriculture
Agricultural Marketing Service

August 30, 1963

F P - 74

MEATS.....Production of red meats continues high. This year's per capita consumption is expected to reach 167 pounds, 3 pounds more than in 1962. Beef consumption, estimated at about 93 pounds, will account for most of the increase. August 1 stocks of meats in cold storage were higher than on January 1, as well as at mid-year 1962, so they likely will add more to consumption the second half of the current year than a year earlier. Pork output will continue seasonally low through most of September, but is expected to increase seasonally in October and November. Supplies, though, may not differ much from a year earlier. The lamb crop, estimated at nearly 19.7 million head, runs 3% smaller than in 1962. That's a decrease only about two-thirds as large as last year's decline. Per capita supplies are expected to be down through the balance of the year.

POULTRY:

Broiler-----Through mid-fall broiler slaughter likely will rise 5 to 8%, compared with a year earlier. Normally, slaughter nears its seasonal peak in early August, then tapers off in winter.

Fryers

Turkeys.....Crop is expected to reach about 93 to 94 million birds, as against last year's 92.3 million. The year began with much smaller stocks of frozen turkeys than a year earlier, so movement from storage the first half of the year was slower than in 1962. August 1 holdings were 101 million pounds--18% below a year earlier, but 16% above average.

Eggs.....Through the remainder of the year production is expected to run about the same as a year earlier. Later this summer, though, a slightly smaller production may be about offset by a larger output in the closing months of 1963. Per capita consumption probably will decline about 10 eggs from the 324 consumed last year, due to slightly reduced production and population growth.

DAIRY.....Milk production in the second half of this year is expected to decline seasonally, but likely will run close to year-earlier levels. Total supplies, though, will remain high.

FRUITS:

Apples.....The 1963 commercial crop, estimated at 117.9 million bushels, will be 6% smaller than in 1962, and 3% below average.

Cranberries...August 15 estimates show that growers are expected to produce the third largest crop on record--1,317,600 barrels. It's 9% above average, and was exceeded only by the crops of 1960 and 1962.

Grapes.....Latest forecasts are for a record production of 3,561,850 tons. That's 11% greater than last year and a fifth above average.

Apricots.....Crop forecast at 219,800 tons--32% larger than last year's short crop, and 14% above average.

Plums and.....California and Michigan plums are estimated at 102,500 tons--13% more than last year, and 16% greater than the 5-year average. Forecast for

Prunes

California dried prunes is 135,000 tons--9% less than 1962 and slightly below average. In Idaho, Oregon, and Washington the prune crop, fresh basis, will total 43,500 tons--just about half last year's production, and 29% below average.

Nectarines....Forecast is 54,000 tons, which equals the 1961 record, and is 30% above average.

Cherries.....Sour cherries, estimated at 73,640 tons, are a sharp 58% below 1962, also 45% below average. In fact, it will be the smallest crop since 1945. Sweet cherries, placed at 69,500 tons, are down 37% from last year, and a fifth below average.

Pears.....August 1 estimates for all pears total 20,112,000 bushels--31% less than last year and 29% below average.

Frozen.....August 1 cold storage holdings totaled 444 million pounds, which was 13% smaller than a year earlier, and 8% below average for that date.

Frozen Orange.Supplies on August 1 were down to 37 million gallons, as against 64 million a year earlier. Average for that date is 38 million gallons.

Concentrate million a year earlier. Average for that date is 38 million gallons.
New Crop.....Due to extensive winter freezes in Florida, August 1 condition of oranges and grapefruit was sharply below a year earlier. But a higher condition was reported for these two crops in California.

PEANUTS.....Latest estimates place the 1963 crop at 1,838 million pounds--around 2% larger than last year, and 10% above the 1957-61 average.

TREE NUTS.....Pecans are forecast at a record 278.8 million pounds, moderately larger than the previous record rung up in 1961. Last year's crop of 70.8 million pounds, though, was the smallest since 1936. California's almond trees are expected to produce 70 thousand tons--a sharp 46% more than last year, and 35% above average. Filberts will run 7,550 tons. That's smaller than last year's crop, and only three-fourths of average. Walnuts are estimated at 79 thousand tons--a tenth above average, but 900 tons less than last year.

VEGETABLES:

Fresh.....Total summer production--estimated at 64 million hundredweight--is 2% smaller than in 1962 but also 2% above average. In smaller supply are cabbage, sweet corn, lettuce, and onions. Estimates for early summer celery and tomatoes are larger than a year ago, while late summer output will be smaller.

Processed.....Combined tonnage for six processing vegetables for which recent estimates have been made, runs 21% less than last year, but slightly above average. Tomatoes for processing showed the greatest decline, with smaller crops also indicated for sweet corn, cabbage for kraut, green peas, and snap beans. Winter and spring crop spinach is forecast at 35% more than last year.

Frozen.....On August 1 refrigerated holdings totaled 973 million pounds--not only a record but a third above average for that date.

Potatoes.....Latest estimates place the fall crop at nearly 190 million hundredweight, only slightly below last fall but 6% more than average. For the year, total production of potatoes is estimated at about 267 million hundredweight, about the same as in 1962. The sweetpotato crop--16 million, 623 thousand hundredweight--is 13% smaller than last year.

Rice.....The 1963 crop is expected to reach 64.5 million hundredweight--about the same as last year, but 29% over the 5-year average.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

CANNED TUNA PROMOTION...August-September
BETTER BREAKFAST MONTH..September
OCTOBER CHEESE FESTIVAL.October 1 - 31
EGGtober.....October 1 - 31

FISH 'N SEAFOOD PARADE.....October 1- 31
RICE HARVEST FESTIVAL.....October 1- 31
NATIONAL APPLE WEEK.....October 10- 19
NATIONAL SCHOOL LUNCH WEEK..October 13- 19